



# XPLAY SCOTLAND

Committed to PLAY



[www.playscotland.org](http://www.playscotland.org)

Annual  
Review  
2017

SCOTLAND'S  
1ST PLAY  
CONVENTION

#playeveryday

Thursday 26 October 2017  
Murrayfield Stadium, Edinburgh

XPLAY  
SCOTLAND  
[www.playscotland.org](http://www.playscotland.org)  
#playeveryday

# Getting it Right for Play



Improving wellbeing for every child and their families is a key pillar in all our work and we aim to deliver positive outcomes across the well-being indicators, shown in the wheel above.

This wheel, used widely within planning for children and young people, shows the key areas where we want to ensure we can demonstrate improvement.

The graphic illustrates how play can contribute to all of the well-being indicators.

# Chief Executive Report

## Marguerite Hunter Blair

### Delivering More Opportunities for #PlayEveryDay

What a prolific and fun year we have had in Play Scotland with all our partners and pals, new friends and old, committed to the child's right to play. We regularly communicate with our members and social media following but here are some of the highlights from 2017 in our Annual Review for you to enjoy! Full details of our work can be found on our website or you can contact staff and directors at [info@playscotland.org](mailto:info@playscotland.org).

The stimulating start to the year at the Play Council meeting in January in sunny Aberdeen led to the establishment of the Play Council Strategy Group and the idea to host Scotland's first Play Convention. The subsequent sell out event at a sunny Murrayfield in October showcased the best of our creative sector and launched our latest Toolkit.

The MSP Ruth Maguire's Motion welcoming Scotland's Play Charter in the Scottish Parliament in March led to an excellent opportunity for MSP's to debate the importance of our Inclusive Play Charter and commit to its aspirations by pledging their support to the charter and becoming Play Champions. It is heartening how many countries and cities are following this example and developing their own Play Charter.

I was delighted to be able to attend the International Play Association Triennial Conference in Calgary in September. Play Scotland was particularly pleased to be supporting Calgary in the development of their Calgary Play Charter, based on Scotland's Play Charter and roll out model, and a strong legacy from the event

From our 30 years of Playday research published in August, we know that how children and young people spend their time has changed significantly over the last thirty years, with a reduction in the time



spent playing outdoors, a massive contraction in their independent mobility and a huge increase in screen-based entertainment (Professor McKendrick, 2017). Also of concern is the gap in educational outcomes, particularly for those children from areas of multiple deprivation and for boys, which highlights the need for interventions that address the social, emotional and physical needs of pupils as well as their academic needs.

We are addressing many of these concerns through the Play Types Toolkit- bringing more play into the school day launched by Ruth Maguire MSP, which highlights the range of types of play children experience, their vital contribution to learning and development, and ways to make integration of play into the curriculum and everyday simpler.

We are also delighted that Getting it Right for Play is having a significant impact in nine local authorities strategically planning for accessible and inclusive play. The programme was developed to implement the Play Strategy vision to deliver positive outcomes for children through play. This programme has the benefits of being low cost and sustainable.

Collaborating with the Care Inspectorate on Our Creative Journey, with Youthlink on the consultation for the new Planning Bill and working with ASH Scotland to make play areas smoke free, are good examples of how we have achieved a greater impact working with partners across public policy areas.

Through our events, delivering projects and training, developing resources and research, and communicating regularly through information emails and social media, Play Scotland has worked tirelessly to lead the way in making sure our children and young people experience a balanced diet of play opportunities in Scotland.



## Play Scotland Board

**Harry Harbottle** – Chair

**John Cleary** – Treasurer

**Ross Dunn** – Company Secretary

**Dr Simon Knight, Prof John McKendrick** (to Nov 2017), **Liane Bauer, Louise Scott-McKie, Heather Armstrong, Dr Jenny Wood, Paul Liddell.**



## Play Scotland Staff

**Marguerite Hunter Blair** Chief Executive  
marguerite@playscotland.org

**Sharon McCluskie** Information & Communication  
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**Cherie Morgan** Strategy & Development  
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# STATEMENT OF FINANCIAL ACTIVITIES

For the year ended 31st March 2016

	Unrestricted Funds	Restricted Funds	2017 Total Funds	2016 Total Funds
	£	£	£	£
<b>INCOMING RESOURCES</b>				
<b>Incoming and Endowments from</b>				
Donations and legacies	200,000	60,000	260,000	623,363
<b>Incoming resources from charitable activities</b>				
Conference fees	6,100	-	6,100	28,983
Total income resources	206,100	60,000	266,100	652,346
<b>RESOURCES EXPENDED</b>				
<b>Charitable activities</b>				
Charitable activities	169,205	53,913	223,118	427,625
Direct project costs	9,057	120,259	129,316	-
Total resources expended	178,262	174,172	352,434	427,625
<b>NET INCOMING/(EXPENDITURE)</b>	27,838	(114,172)	(86,334)	224,721
Transfers between funds	(515)	515	-	-
Net movement in funds	27,323	(103,657)	(86,334)	224,721
<b>RECONCILIATION OF FUNDS</b>				
Total Funds brought forward	38,097	197,865	235,962	11,241
Total Funds carried forward	65,420	84,208	149,628	235,962

The financial statements were approved by the Board on 4th August 2017 and signed on their behalf by Mr. John Cleary, BA, CA., Treasurer

Registered Company Number: SC197785 Registered Charity Number: SC029167

# Chair's Review

## Harry Harbottle

As last year, I'm pleased to see that this review illustrates the many achievements that we have made in just twelve months. We are indebted to our very small team for their tireless work in delivering the government's play strategy while at the same time developing the play infrastructure of the nation.

You may remember that last year we launched Scotland's first Inclusive Play Charter as part of our Play Strategy Actions to build a base of Play Champions in Scotland. We were very grateful to Play Champion Ruth Maguire MSP for introducing the Motion, S5M-03854 supporting Scotland's Play Charter in the Scottish Parliament. This resulted in a Debate in Parliament in March 2017 and was extended so all MSPs who wanted to speak could participate. Over 1000 Play Champions pledged their support and Calgary, Dublin and Western Australia have also decided to use the charter as a model in their own territories.

Our work with NHS Health Scotland continued on the Place Standard which was rolled out locally and internationally and we jointly delivered Place Standard work in Leeds and Edinburgh. NHS Scotland and Play Scotland are currently working on a Play infographic for health practitioners and parents.

Other key partners during the year were the Care Inspectorate who we worked with on promoting good practice through the new publication Our Creative Journey which was launched November 2017 and ASH Scotland on smoke free play resources. These resources have been specifically



designed with services for early years and primary schools in mind, to encourage smoke-free places for children to play, learn and socialise.

Getting it Right for Play was delivered to 9 Community Planning Partnerships with almost 200 professionals directly involved. We have had a very positive evaluation report on this work.

We continue to have an amazing social media presence with over 12,000 followers on Facebook and nearly 8,000 on Twitter. Our membership now tops the impressive 1,000 mark!

The launch of the Play Types Toolkit - bringing more play into the school day, resulted in the first 4 training sessions being sold out.

Scotland's 1st Play Convention was perhaps the highlight of the year, a sell-out event held on 5th October at Murrayfield in Edinburgh. Designed to be a fun and informal event the Convention was attended by over 400 delegates and supported by top quality volunteers, speakers, presenters and stall holders. We were also delighted to host the celebrated Nancy Ovens Awards for Play 2017 at the event. Our warmest congratulations to all those who took part.

My thanks and appreciation to the staff team on their outstanding efforts, and to a very active Board for their help and support. It is always invigorating to welcome new Board members and sad to say farewell to retiring members. In particular at the end of this year we pay tribute to Professor John McKendrick for his outstanding contribution to the Board over an extended tenure and his robust research around play in Scotland and across the four nations. I look forward to chairing the Board through the organisation's 20th anniversary year.



# The transformation of play in Scotland?

## Background

The four national play organisations in the UK invited Professor John McKendrick of Glasgow Caledonian University to administer an online survey on their behalf to mark 30 years of Playday in the UK. Over 2000 adults in the UK shared their experiences of play in 1987 and 2017, with almost 1000 adults responding from Scotland

The research provides a unique insight into how play has changed through time from the perspective of those who have lived through these changes.

## The findings from Scotland show:

- The demise of outdoor play
- Children's retreat from the wider neighbourhood
- The rise of screen-based play
- Less play with friends
- More formal play spaces, less informal play spaces
- Less playtime throughout the year
- More restrictive play
- Increased dissatisfaction with children's play opportunities



## Triggers to improve community play

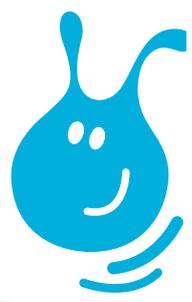
- 53% of respondents perceived that play in their community would get better if there were more places to play.
- 50% perceived that play in their community would get better if it was easier to get access to play places and spaces
- 42% perceived that play in their community would get better if traffic was slowed down.
- 43% perceived that play in their community would get better if adults were more tolerant of play

For more information about the survey, contact [info@playscotland.org](mailto:info@playscotland.org)



Celebrating  
30 Years of

Play  
day



# Are YOU Committed to PLAY?

## Scotland's Play Charter Pledge



Play Scotland is promoting Scotland's first inclusive Play Charter. This describes a collective **commitment to play** for **all babies, children and young people** in Scotland.

It builds on the Scottish Government's National Play Strategy and the Getting it Right for Every Child (GIRFEC) approach to supporting children, young people and their families.

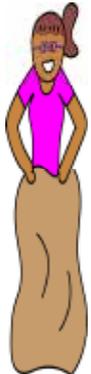


The Charter is for parents, play providers, play champions and **everyone** with an interest and/or responsibility for play in Scotland.

Children and young people have the need and the right to play indoors and outdoors in welcoming and stimulating environments. Through play children have fun; develop and learn; assess and manage risk; use their imaginations and create new experiences that contribute to their health; wellbeing and a happy childhood.



The aim of **Scotland's Play Charter** is to:



- ✓ **Highlight that every child has the right to play in line with Article 31 of the UNCRC\* and raise awareness of the importance of play for all babies, children and young people**
- ✓ **Ensure a commitment to play is more strongly embedded within policies, strategies, key qualifications and CPD training**
- ✓ **Ensure that children and young people are supported in their right to play and that play spaces are valued within communities**
- ✓ **Inspire individuals, play providers and organisations to promote a range of inclusive play opportunities**
- ✓ **Bring back the sight and sound of children playing in our communities**



Should you wish to pledge your support to this Charter please send your name, job title, organisation, web address and your logo to [sharonmcluskie@playscotland.org](mailto:sharonmcluskie@playscotland.org). Your details will be shown on our website [www.playscotland.org](http://www.playscotland.org)



By supporting the Charter you will be recognised as a Play Champion. Organisations and individuals who pledge their support will be awarded the '**Committed to PLAY**' stamp which can be used on resources and websites.

\*United Nations Convention on the Rights of the Child



# A Play Charter for Scotland

This is Scotland's Play Charter\*. It describes our collective commitment to play for all children and young people.

## Every child has the right to play

The right to play applies whatever children's age, disability, gender, ethnicity, circumstances or where they live.



## Our vision for play in Scotland

We value play as a life-enhancing daily experience for all our children in their homes, nurseries and early childcare settings, schools, services and communities.

## Play from birth to adulthood

We support children to have fun, creative, fulfilling and development-rich play experiences throughout their childhoods



## Play essential to a happy childhood

We recognise that playing is an essential part of a happy childhood as well as being vital to children's wellbeing as individuals and members of society.

## Play supports wellbeing and resilience

All children have access to a range of play experiences, including indoor and outdoor play and arts and cultural activities.

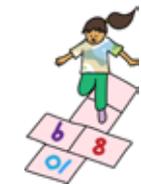


## Inclusive play means no one is left out

We promote the benefits of inclusion for all children and young people.

## Children play where they live

Children can play in and around their homes, in a variety of ways, where they feel safe and welcome.



## Play outdoors

We maximise the use of local play environments which are challenging, inclusive and welcoming so that all children can play near to where they live, free from traffic dangers, making use of school and community facilities.

## Supporting children's participation

We recognise children as play experts and seek out their views on play.

## Play Champions

Play Champions take a lead in highlighting the importance of play



## Trained and experienced adults support play

We ensure adults are trained to support high quality play experiences including risk in all settings.



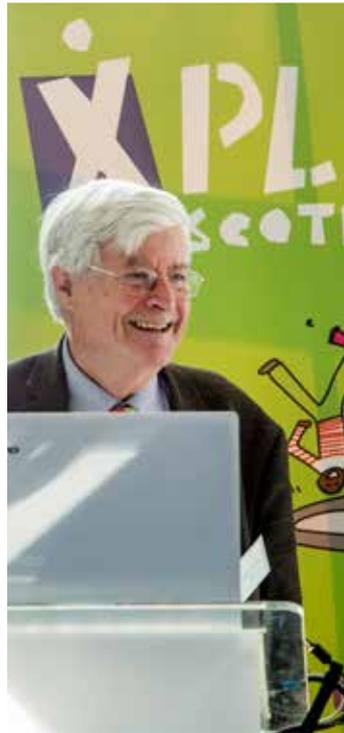
## Share and learn more about play

We are enthusiastic about sharing our play practice and learning with others.



# Scotland's 1st Play Convention

Play Scotland held its first Play Convention at Murrayfield Stadium in Edinburgh where over 400 playful people attended this jam packed day. Each delegate had the chance to attend numerous workshops and hear an array of speakers. We were delighted to host the Nancy Ovens Awards for Play 2017.



# Getting it Right for Play programme impacts on positive outcomes for children and young people

Play Scotland's **Getting it Right for Play programme** supports the implementation of **local play strategies and policies** for the benefit of children, families and communities. The programme began in mid-2016 and its aims are:

1. Play has an identified lead officer within the local authority
2. A strategic statement for play is developed
3. A strategic Leadership Group for play is established
4. At least one project based on evidence/research is piloted

**Play Scotland** acts as an **effective facilitator** for the cross sector group whose work impacts on play, to consult the community, including children and young people. Support is provided to enable a strategic statement for play to be developed, focussing on the child's right to play, inclusion and engagement and **to embed play into other strategies**. During the work **positive partnerships** between council, third sector and other relevant bodies are established.

The programme was independently evaluated at the end of 2017 and the **impact assessment** of Getting it Right for Play demonstrated the intervention as instrumental in the **effective delivery** of **positive outcomes for children and young people**.

Play Scotland is continuing to work with many local authorities and partners on their Play Policies. If you would like to know more about Getting it Right for Play in your local authority, please contact [training@playscotland.org](mailto:training@playscotland.org).



## Play Scotland open new Countesswells Park

Play Scotland were pleased to be involved in the opening of the first children's playpark in the new community at Countesswells, Aberdeen. On a snowy day just before Christmas, twelve children from families who have moved into the new neighbourhood took part in an event to mark the opening of the park. The park features rustic swings, stepping logs, slides and rope climbing frames and proved to be great fun, even in the snow. The playpark complements the recently-opened orchard, parklands and green spaces in the community.

Allan McGregor, project director for Countesswells is delighted with the park, *"Countesswells is a 15-year long project we're creating with families and the next generation in mind. This playpark is the first to open in our community, but by no means the last, as we firmly believe that giving children access to and resources for play is instrumental in their development and a cornerstone of our commitment to creating a genuine community with the best amenities on the doorstep."*

## Play Policy for East Lothian

We were delighted to attend the official launch of the new Play Policy for East Lothian, which is already been acclaimed as an example of excellent practice – from the consultation carried out through to the finished document – and this is now to be embedded throughout East Lothian.

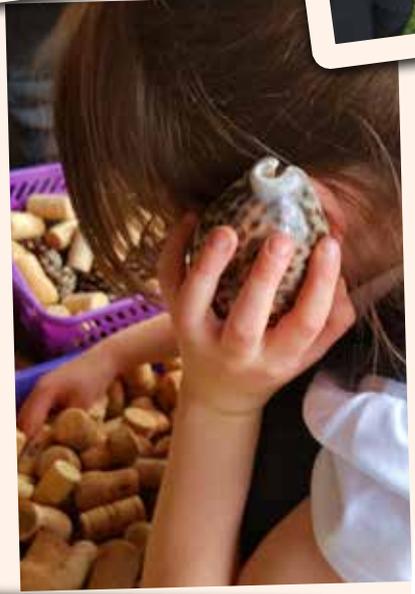
Play Scotland supported the development of the document, which followed the Getting it Right for Play project outline, bringing together the local authority and partners to develop a strategic statement to support actions that will improve children and young people's play opportunities.

East Lothian Play Policy 2017 – 2020



*"East Lothian's children have the best start in life and are ready to succeed"*



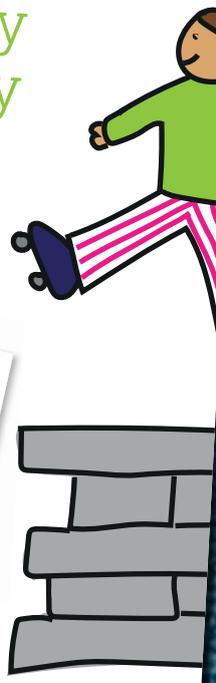


# Play Types Toolkit

## Bringing more play into the school day

The Play Types Toolkit is for **schools** and **education professionals**, and others working with children in various settings.

Louise Scott-McKie and Theresa Casey



*"Play is key to raising attainment"*  
Scottish Government



# Supporting Smoke-Free Play

## Partnerships

Play Scotland were delighted to work in partnership with ASH Scotland on new new resources for smoke free spaces and to support Scotland's Charter for a Tobacco-free Generation.

Specifically designed with early years services and primary schools in mind, these resources encourage smoke-free places for children to play, learn and socialise.

This series of fun images featuring friendly, brightly coloured, superhero and cartoon characters have been designed to encourage people to keep children's spaces smoke-free. Full details can be found on our [www.playscotland.org/smoke-free-play-resources](http://www.playscotland.org/smoke-free-play-resources).



Other partners in 2017 include:



# HAVE YOUR SAY ON PLAY!

What would make playing in your area better or more fun?

Go outside the lines!  
It's fun!



NAME: \_\_\_\_\_

AGE: \_\_\_\_\_

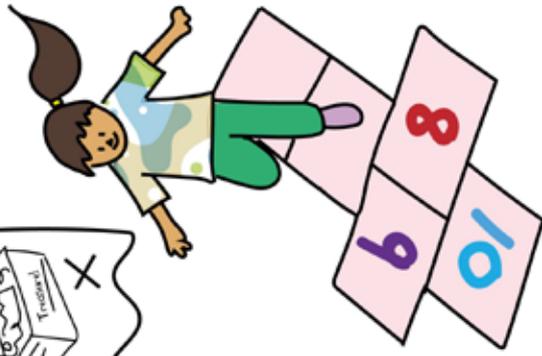


Draw!

Scribble!

Write!

Where is your favourite place to play?  
Tell us about it.



Is there anything that gets in the way of playing?

## ARTICLE 31

of the UN Convention on the Rights of the child says

Every child has the right to play

\_\_\_\_\_

\_\_\_\_\_

# Information & Communication Services

## Diary Dates for 2018:

9 June	Shetland Play Convention (Scotland's 2nd Play Convention)
21 June	Play on the Longest Day
1 August	Playday – 31st Anniversary
21 September	Play Scotland Seminar with Richard Louv
21 September	Nancy Ovens Play Awards 2018
22 November	Play Scotland Seminar – I want to Play Too Play Scotland AGM
December	Play Scotland 20th Anniversary
21 December	Play on the Shortest Day

## Membership

Membership to Play Scotland is FREE!! To obtain a form please email [info@playscotland.org](mailto:info@playscotland.org)  
For fast and up to date information on Play follow us on Twitter: [www.twitter.com/playscotland](https://www.twitter.com/playscotland)  
Facebook: [www.facebook.com/pages/Play-Scotland/223667477759513](https://www.facebook.com/pages/Play-Scotland/223667477759513)

## Booklets

Play Scotland have a wide range of free pdf publications, full list can be found online at [www.playscotland.org/who-we-are/play-scotland-publications/](http://www.playscotland.org/who-we-are/play-scotland-publications/)  
Contact us should you wish a copy of any of these resources



For further details email [info@playscotland.org](mailto:info@playscotland.org)

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Scottish Charity Number SC029167 Company Number 017785